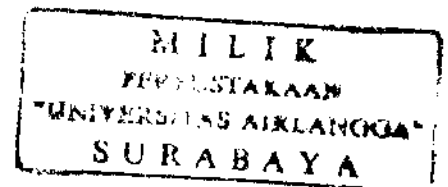


**ANALISIS MANAJEMEN STRATEGIK
PADA PT. PEMBANGUNAN PERUMAHAN
DI INDONESIA**

KARYA TULIS UTAMA

Untuk memenuhi sebagian Persyaratan
Untuk Mencapai Derajat Magister Manajemen



Diajukan Oleh

MOCH. YUSUF HARIAGUNG

NIM : 04921005 M

**PROGRAM MAGISTER MANAJEMEN
PASCASARJANA
UNIVERSITAS AIRLANGGA
1994**


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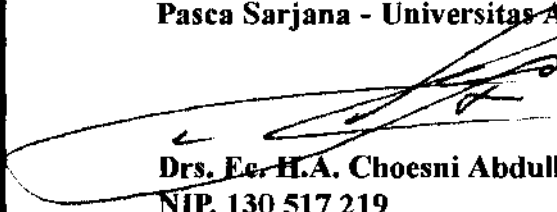
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ABSTRACT

In line with the national economy, which is continually growing to go to the era of taking-off, PT. PEMBANGUNAN PERUMAHAN, which deals in business of construction service, has made self-preparation to grasp existing opportunities as optimal as possible for developing its business. It is estimated that for the period of 1993-1997 sales is planned to increase averagely by 12,5% to 15% per year.

The condition encountered by PT PEMBANGUNAN PERUMAHAN is the decrease in 1992 sales, which sufficiently hit the company. It could not reach its growth target of 12,5% - 15% per year. This condition has become a challenge as well as a reason to seek causes of the decrease for PT. PEMBANGUNAN PERUMAHAN to make consolidation of its targets.

This study is designed for learning how strategic management should be performed so that the objective of sales growth of the construction service of PT. PEMBANGUNAN PERUMAHAN for the budget of 1994 and subsequently (1993-1997 period) could reach growth rate of 12,5% - 15% per year.

The results showed that PT. PEMBANGUNAN PERUMAHAN in the condition of good and adequate internal strength, decrease in sales was caused by decrease in the project

orders from the government, which were previously accounted for most project gains. Another reason was the tight money policy in 1992, which had been a "temporary" condition that effected the government financial in project allocation.

The available opportunities are the growth of private market, BUMN (state owned enterprises) market, and global market that emerged as joint ventures. Ultimately, developments of market strategy, product, forward integration and concentric diversification as definite steps for PT.PEMBANGUNAN PERUMAHAN to response the challenge and to make itself steady in reaching corporate targets for the period of 1993-1997.